

Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda

Tuesday, January 20, 2004
10:00 a.m. – 4:45 p.m.

Holiday Inn Capitol Plaza
300 J Street
Sacramento, CA 95814

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from the October 27, 2003, Meeting; Correspondence; and Announcements	Kirk Kleinschmidt
10:20 – 10:35	Environmental Developments <u>Expected outcome:</u> <ul style="list-style-type: none">• Discuss major tobacco-related news	Kirk Kleinschmidt
10:35 – 10:55	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn status of tobacco-related legislation	Paul Knepprath, American Lung Association
10:55 – 11:30	Budget Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn about Proposition 10 backfill• Learn about any proposed funding cuts• Learn about multi-year budget by agency	Michael Tucker, Department of Finance
11:30 – 12:30	LUNCH BREAK	
12:30 – 1:15	Member Discussion <ul style="list-style-type: none">• TEROC Task Force report regarding worksite smoking bans in Indian casinos• Progress Toward Master Plan Objective 3, <i>“Work toward eliminating disparities and achieving parity in all aspects of tobacco control.”</i> <u>Expected outcome:</u> <ul style="list-style-type: none">– Learn strategies used by California Department of Education (CDE), Department of Health Services (DHS), and the University of California (UC) and discuss any systemic issues that enhance or hinder progress toward achieving the objective– Discuss specific recommended strategies, such as cultural competency standards and mechanisms for inclusion– Discuss the effect potential funding declines may have on this objective, and any safeguards	Kirk Kleinschmidt

1:15 – 1:55	<p>Cessation Policy</p> <p><u>Expected Outcome:</u></p> <ul style="list-style-type: none"> • Learn policy recommendations for improving access to cessation services in California 	<p>Traci Verardo, California Tobacco Control Alliance</p>
1:55 – 2:25	<p>DHS/Tobacco Control Section (TCS) Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Review program updates in relation to the TERO C Master Plan (MP) • Review new ads produced and learn of new creatives • Hear progress on new ad concepts, focus group responses, and approval status 	<p>Dileep G. Bal Colleen Stevens</p>
2:25 – 2:40	BREAK	
2:40 – 3:40	<p>CDE Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn about the Tobacco Use Prevention Education (TUPE) Task Force recommendations to CDE • Learn about a school-based media literacy/youth empowerment project • Learn recent program updates in relation to MP 	<p>Meredith Rolfe John Lagomarsino</p>
3:40 – 4:00	<p>University of California – Tobacco Related Disease Research Program (TRDRP) Report</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Learn recent program updates in relation to MP • Hear progress for hiring Director 	<p>Larry Gruder</p>
4:00 – 4:20	Public Questions and Comments	<p>Kirk Kleinschmidt</p>
4:20 – 4:45	<p>Member Discussion</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"> • Hear member issues and suggestions for TERO C action 	<p>Kirk Kleinschmidt</p>
4:45	Adjourn	
	Next TERO C Meeting: April 12, 2004, Sacramento	

For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or email kjerauld@dhs.ca.gov